

Fig. 3 shows the organization of content to be displayed at virtual stores in a particular marketing campaign. As shown in Fig. 3, a number of stores (S1, S2 ... Sn) 310, indicated individually as 310a, 310b, ... 310n, participate in marketing campaign 300. The stores 310 are based on a generic profile store. Each store 310 is individually accessed using its URL and comprises information specific to that particular store, as well as a number of e-marketing spots 313, 315, 317 which serve as placeholders for displaying content. The e-marketing spots 313, 315, 317 are displayed to consumers browsing the pages of the store. In an alternative embodiment, the stores 310 may be inter-connected by storepaths, as described in the co-pending patent application entitled "Storepath for Sharing Commerce Assets", filed on September 18, 2003, in the name of the common assignee of the subject application.

As shown in Fig. 3, the marketing campaign 300 includes a number of initiatives 302, 304, 306. The initiatives 302, 304, 306 comprise sets of rules, defining the store operation for stores 310 that can be provided to the consumer participating in the marketing campaign 300. The initiatives generally dictate the specific customer groups to be targeted by the marketing campaign, content components 303, 305, 307 to be displayed in the e-marketing spots 313, 315, 317, and the order of the content components 303, 305, 307 based on variants such as consumer patterns of behavior. The initiatives 302, 304, 306 may be stored in a relational table in the database 206 (shown in Fig. 2). This table may be populated by a database management system, such as the IBM™ DB2, or by other means known to those skilled in the art.

The marketing campaign 300 further includes an initiative scheduler 308 defining the specific duration during which the content components 303, 305, 307 of an initiative 302, 304, 306 are to be displayed. The content components 303, 305, 307 are displayed in the e-marketing spots 313, 315, 317 respectively, based on the rules defined by the initiatives 302, 304, 306 and for time durations in accordance

Change(s) applied
to document,
/D.A.G./
6/3/2011